

Tickets available for 2012 Student Village Makoya Youth Awards

The 2012 Student Village Makoya Youth Awards, based on national research conducted among tertiary education students at South African universities, will be revealed on Tuesday 20 November 2012 at the Johannesburg Country Club in Woodmead.



Youth marketing specialist, Student Village, views this event as a must-have for marketers, media buyers, planners and advertisers targeting the 18-25 year old demographic. Student Village CEO Ronen Aires says, "These awards are fast becoming a highlight on the local youth marketing calendar. Accessing the insight these awards provide will enable consumer and employer brands targeting the youth to differentiate themselves in an in an already cluttered market."

Award categories

There are 10 award categories covering different criteria. These include the Best 360 Degrees Award, the Most Aspirational Graduate Recruitment Programme Award, the Eye Catcher Award, the OMG! Award and the WTF? Award.

The event is expected to attract an array of marketing and branding experts, clients and media representatives. Anyone wishing to attend can RSVP on www.sv.co.za or email Tamsyn@studentvillage.co.za.

For more, visit: <https://www.bizcommunity.com>